

GEO

A new View of our World



Los Angeles: The future seeks a city • Philippines: The Marcos archipelago • East Africa: An ocean is born • Bolivia: Mari-cating mountains of Potosi • Cheetahs: World's fastest mammals • Germany: The road that spans two thousand years

Approved For Release 2004/10/28 : CIA-RDP88-01314R000100570008-5



The more she does the more she needs Woman's Day.



Source: TGS Spring 1978. A CBS Publication

She's an active woman. From being involved in a hobby to being involved with her family, she makes the most of what she does. So she needs a magazine that helps manage her time. Woman's Day is the magazine she depends on.

Woman's Day gives women what they're looking for: the best ways to make the most of their time. And because we direct ourselves towards the needs of the active woman's market, more married women and homemakers read Woman's Day than any other woman's magazine. They're involved. Isn't it about time you got involved? Advertise in Woman's Day.

Depend on the magazine she depends on.

Woman's Day

The world is going to change before your very eyes.

GEO is A new View of our World.

Conceived in Europe and created in America, its message is truth, as only the rarest of photographers and journalists from all over the world can perceive it.

Its mission is to transport you to a world beyond the news and beneath the surface of life. With pictures that seize the mind. Words that capture the imagination. Insights that touch our lives and legends. Our histories and destinies. Our countries and cultures. Our cities and landscapes. Our islands and oceans. Our hearts and minds.

For the scope of GEO is the world around us and the world within us. And the essence of GEO is the fine art of reportage in all its literary and graphic power.

Consider the contents of our Premier Issue.

Herbert Gold will take you to the search for human identity amidst the urban chaos in *Los Angeles: The Future Seeks a City*.

K. G. Simon will take you to the silver symbol of death to the Incas and the tin key to the fortunes of a country in *Bolivia: Man-Eating Mountain of Potosi*.

John Saar will take you to the mirage of democracy and the reality of martial law in *Philippines: The Marcos Archipelago*.

Reinhard Kuenkel will take you to a losing battle of survival against lions, hyenas and humans in *Cheetahs: The World's Fastest Mammals*.

Anthony Astrachan will take you to the grandeur and the sorrow that lie behind the quiet beauty of today in *Germany: The Romantic Road*.

And *Uwe George* will take you to a momentous opening in the earth's crust in *Africa: An Ocean is Born*.

The quality of the photography will be a joy to the eye. The quality of the cover stock and the paper will be a pleasure to the touch. And the quality of our circulation will be virtually impossible to match.

Our newsstand price will be \$4 per copy. Our subscription rate will be \$36 per year. And our advertising policy will speak for itself.

Each issue of GEO will contain a maximum of 29 full pages of advertising, including a maximum of seven spreads. Each advertisement will be priced at the four-color page rate and will be positioned at the discretion of our Editors. And, beginning with our first regular monthly issue in May, 1979, all of our advertisers will enjoy the rewards of a most uncommon medium.

Welcome to the first of many landmark issues of GEO to come.

GEO. A magazine from Gruner + Jahr
Charles C. Randolph, Publisher 212-223-0593

Introducing GEO

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18 Dec 78
Advertising Age